

What's lurking in the dark corners of your website?

13 creepy crawlers to look out for.



1 Where should I start?

You don't know what you don't know. A comprehensive Discovery Audit is the only way to shine a light on where the dark corners even are, let alone what might be lurking within them.



2 Are there any technologies on my site that should not be there?

Most corporate websites have over 40 technologies operating on them, as well as multiple teams making frequent updates. It's difficult to keep track of all that, potentially opening you up to blood-sucking user experiences, inaccurate performance reports, or even data leaks.



3 Are there any broken tags on my website?

If tags are broken, they're skewing your data and hindering your decisions from taking flight. You have to isolate and correct these errors before you can know how to allocate your budget.



4 Do I have tags firing more than once on a page, inflating measurement?

On the flip side, inflated data will also wreak havoc on your marketing budget allocation. Duplicate tags are more common than you might think, so you should regularly check for them.



5 How did this technology load on my website?

How the heck did this get here? An analyst's least favorite rhetorical question. Technology origins are an important part of governance, so you know when you should freak out and do some extra sleuthing.



6 Are there any excessively large cookies or JS files on my website?

Giant cookies or JS files gathering or storing large volumes of data should be investigated. They can be a weak point for something trying to access your data. They can also slow down performance times and browsers may reject them.



7 Is my data layer mapping correctly to my analytics?

If your data layer is not sending the correct information to your analytics, then your data will be gobbledygook. You need to regularly test your expected values versus the reality to make sure your recipe turns out right.



8 Are network requests coming from countries, regions, or domains that I should not be sending data to?

Even if you have servers in the right place, third parties could be sending your data to the dark side of the moon. If you don't monitor the geolocations of where your site is sending data, you could face the wrath of the big bad GDPR.



9 Have there been changes in JavaScript files that could indicate a privacy issue?

Keep track of JavaScript file changes over time, so you know if someone other than you has been messing with the code. Unchecked JS changes or those made by third parties put your data at risk and can result in data leakage or theft.



10 Do my campaign links go through redirects? If so, do the redirects strip tracking parameters?

Typos can create server-side redirects which cut off parameters, stripping important attribution data from your traffic and sending visitors to the wrong page. Make sure you double-check these to prevent user experiences and your insights from getting cut off.



11 Do I have any links to 404 errors or otherwise broken pages on my site?

Sending visitors to broken pages creates a terrible experience that drives people to click away. Consistently checking for and correcting these can prevent you from ghosting your customers.



12 Does my website link out to any broken, missing, or inaccessible external content?

Even worse than a 404 on your own site are those on your partners' sites, where you might have been expecting referral credits to give you a head start, but instead, you end up losing your head over lost opportunities.



13 What pages are performing slower than acceptable thresholds?

A slow web page is almost a guaranteed bounce. You don't want braindead pages driving traffic away from your business, so you should regularly test page performance to cut the dead weight.

Shine light on the dark corners of your website.

If these scenarios sound familiar or if any of them have not been on your radar, don't get spooked.

ObservePoint can help with all of these issues and much more! Our large-scale, automated website audits and easy-to-understand reports illuminate every nook and cranny of your website.

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